



WLWT
 1700 Young Street
 Cincinnati, OH 45202
 Main: (513)412-5000
 Billing: (410)338-6432

www.wlwt.com

Billing Address:

Strategic Media Placement OH
 Attention: Accounts Payable
 7669 Stagers Loop
 Delaware, OH 43015

Send Payment To:

WLWT
 PO Box 26881
 Lehigh Valley, PA 18002-6881

INVOICE

DUPLICATE

Invoice #	Invoice Date	Invoice Month	Invoice Period
965750-2	11/04/12	November 2012	10/29/12 - 10/29/12

Station	Account Executive	Sales Office	Sales Region
WLWT	Bob Sommerkamp	Cincinnati	Local

Advertiser	Product	Estimate Number
Checks & Balances	tv	2997

Flight Dates	Order #	Alt Order #
10/21/12 - 10/29/12	965750	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/22/12	10/29/12	NBC Today Show	7-9a	11111--	:30	5	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	1-----	1	\$1,500.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
6 WLWTM		10/29/12	8:52 AM	NBC Today Show	7-9a	:30	TVCBEGOH201H	\$1,500.00	NM
2	10/22/12	10/29/12	6-630p M-F news	6-630p	11111--	:30	5	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	1-----	1	\$1,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
6 WLWTM		10/29/12	6:11 PM	6-630p M-F news	6-630p	:30	TVCBEGOH201H	\$1,200.00	NM
4	10/22/12	10/29/12	11-1135p M-Su	11-1135p	11-1---	:30	3	\$1,700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	1-----	1	\$1,700.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
4 WLWTM		10/29/12	11:22 PM	11-1135p M-Su	11-1135p	:30	TVCBEGOH201H	\$1,700.00	NM
Total Spots							3		

Payment Terms 30 Days

<u>Gross Total</u>	\$4,400.00
<u>Agency Commission</u>	\$660.00
<u>Net Amount Due</u>	\$3,740.00

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser:
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Lehigh Valley, PA 18002-6881

Invoice #	Invoice Date	Invoice Month	Invoice Period
965750-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WLWT	Bob Sommerkamp	Cincinnati	Local

Advertiser	Product	Estimate Number
Checks & Balances	tv	2997

Flight Dates	Order #	Alt Order #
10/21/12 - 10/29/12	965750	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/22/12	10/29/12	NBC Today Show	7-9a	11111--	:30	5	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	11111--	5	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTM		10/22/12	7:26 AM	NBC Today Show	7-9a	:30	TVCBEGOH201H	\$1,500.00 NM
2	WLWTTu		10/23/12	8:33 AM	NBC Today Show	7-9a	:30	TVCBEGOH201H	\$1,500.00 NM
3	WLWTW		10/24/12	7:59 AM	NBC Today Show	7-9a	:30	TVCBEGOH201H	\$1,500.00 NM
4	WLWTTh		10/25/12	8:50 AM	NBC Today Show	7-9a	:30	TVCBEGOH201H	\$1,500.00 NM
5	WLWTF		10/26/12	8:49 AM	NBC Today Show	7-9a	:30	TVCBEGOH201H	\$1,500.00 NM
2	10/22/12	10/29/12	6-630p M-F news	6-630p	11111--	:30	5	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	11111--	5	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTM		10/22/12	6:25 PM	6-630p M-F news	6-630p	:30	TVCBEGOH201H	\$1,200.00 NM
2	WLWTTu		10/23/12	6:11 PM	6-630p M-F news	6-630p	:30	TVCBEGOH201H	\$1,200.00 NM
3	WLWTW		10/24/12	6:25 PM	6-630p M-F news	6-630p	:30	TVCBEGOH201H	\$1,200.00 NM
4	WLWTTh		10/25/12	6:24 PM	6-630p M-F news	6-630p	:30	TVCBEGOH201H	\$1,200.00 NM
5	WLWTF		10/26/12	6:24 PM	6-630p M-F news	6-630p	:30	TVCBEGOH201H	\$1,200.00 NM
3	10/23/12	10/25/12	NBC Nightly News	630-730p	-111---	:30	3	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-111---	3	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTTu		10/23/12	6:52 PM	NBC Nightly News	630-730p	:30	TVCBEGOH201H	\$3,000.00 NM
2	WLWTW		10/24/12	6:51 PM	NBC Nightly News	630-730p	:30	TVCBEGOH201H	\$3,000.00 NM
3	WLWTTh		10/25/12	6:52 PM	NBC Nightly News	630-730p	:30	TVCBEGOH201H	\$3,000.00 NM
4	10/22/12	10/29/12	11-1135p M-Su	11-1135p	11-1---	:30	3	\$1,700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	11-1---	3	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTM		10/22/12	11:30 PM	11-1135p M-Su	11-1135p	:30	TVCBEGOH201H	\$1,700.00 NM
2	WLWTTu		10/23/12	11:34 PM	11-1135p M-Su	11-1135p	:30	TVCBEGOH201H	\$1,700.00 NM
3	WLWTTh		10/25/12	11:25 PM	11-1135p M-Su	11-1135p	:30	TVCBEGOH201H	\$1,700.00 NM

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Invoice #	Invoice Date	Invoice Month	Invoice Period
965750-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Checks & Balances	tv	2997	

CINCINNATI									
www.wlwt.com									
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
4	10/22/12	10/29/12	11-1135p M-Su Class of Time - Pre-emptible with notice	11-1135p	11-1---	:30	3	\$1,700.00	NM
5	10/21/12	10/28/12	Late News after NFL Class of Time - Pre-emptible with notice	Late News	--WT--S	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -----S 1 \$1,700.00									
<u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
Late News :30 TVCBEGOH201H \$1,700.00 NM									
Spots: # Ch Day Air Date Air Time Description									
1 WLWTSu 10/21/12 12:49 AM Late News after NFL									
LR - Football									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 --WT--S 1 \$1,700.00									
<u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
Late News :30 TVCBEGOH201H \$1,700.00 NM									
Spots: # Ch Day Air Date Air Time Description									
2 WLWTSu 10/28/12 12:19 AM Late News after NFL									
6	10/21/12	10/28/12	Sa/su7-8a news Class of Time - Pre-emptible with notice	Sa/su7-8a	-----S	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -----S 1 \$800.00									
<u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
Sa/su7-8a :30 TVCBEGOH201H \$800.00 NM									
Spots: # Ch Day Air Date Air Time Description									
1 WLWTSu 10/21/12 7:12 AM Sa/su7-8a news									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 -----S 1 \$800.00									
<u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
Sa/su7-8a :30 TVCBEGOH201H \$800.00 NM									
Spots: # Ch Day Air Date Air Time Description									
2 WLWTSu 10/28/12 7:24 AM Sa/su7-8a news									
7	10/27/12	10/27/12	NBC Saturday Today Class of Time - Pre-emptible with notice	Sa8-10a	-----S-	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 -----S- 2 \$1,600.00									
<u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
Sa8-10a :30 TVCBEGOH201H \$1,600.00 NM									
Spots: # Ch Day Air Date Air Time Description									
1 WLWTSa 10/27/12 8:23 AM NBC Saturday Today									
2 WLWTSa 10/27/12 9:57 AM NBC Saturday Today									
8	10/27/12	10/27/12	Sa 10-11a News Class of Time - Pre-emptible with notice	Sa 10-11a	-----S-	:30	2	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 -----S- 2 \$700.00									
<u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
Sa 10-11a :30 TVCBEGOH201H \$700.00 NM									
Spots: # Ch Day Air Date Air Time Description									
1 WLWTSa 10/27/12 10:12 AM Sa 10-11a News									
2 WLWTSa 10/27/12 10:42 AM Sa 10-11a News									
9	10/21/12	10/28/12	NBC MEET THE PRESS Class of Time - Pre-emptible with notice	NBC MEET THE PI	-----S	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -----S 1 \$2,000.00									
<u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
NBC MEET THE PI :30 TVCBEGOH201H \$2,000.00 NM									
Spots: # Ch Day Air Date Air Time Description									
1 WLWTSu 10/21/12 9:59 AM NBC MEET THE PRESS									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 -----S 1 \$2,000.00									
<u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
NBC MEET THE PI :30 TVCBEGOH201H \$2,000.00 NM									
Spots: # Ch Day Air Date Air Time Description									
2 WLWTSu 10/28/12 9:59 AM NBC MEET THE PRESS									
Total Spots							26		

Gross Total

\$41,200.

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965750-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Checks & Balances	tv	2997	

<u>Agency Commission</u>	\$6,180.00
<u>Net Amount Due</u>	\$35,020.00

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